

TVA is updating the 2011 Natural Resource Plan (NRP), which contained six Resource Areas centered on stewardship activities. The 2020 NRP has been expanded to include ten proposed Focus Areas that tell a comprehensive story of TVA's work with natural resources. The NRP is a strategic document that, over the next 15 to 20 years, will guide the direction of TVA's resource stewardship on the 11,000 miles of shoreline and 293,000 acres of public land under its care. Ecotourism is one of the ten proposed Focus Areas.

Ecotourism is nature-based, outdoor adventure, and sustainable tourism. This concept mixes outdoor recreation activities with conservation-based work which results in sustainable recreation areas that are based in nature and/or on natural features. TVA's Ecotourism program is designed to complement existing community, state, and regional travel and tourism efforts; this aligns with TVA's mission to make the Valley a great place to live, work, and play.

TVA's public lands and shoreline have long provided a platform for partnerships in support of the tourism industry. Community and private sector expansion of facilities, attractions, festivals and events helps attain "critical mass" to attract and hold leisure travelers. The result has been the development of travel destination experiences with extended stays leading to positive impacts to local economies, job creation, private investment, and an expanded tax base.



Benefits:

- Provides positive impacts to local economies
- Increases understanding of recreational trends to maximize local community's ecotourism potential
- Increases recreational opportunities for local communities and destination travelers
- Increases information provided the public about available recreational opportunities in the Tennessee Valley

Objectives:

- Help communities to realize their full travel and tourism potential in a manner that does not detract from the natural environment
- Collaborate with partners to identify and plan recreational and tourism assets
- Enhance recreation facilities to expand tourism and local visitation
- Promote recreation and tourism opportunities to encourage use

Programs

The 2011 version of the NRP included many references to ecotourism, but it was not included as one of the six Resource Areas and there were no programs specifically dedicated to ecotourism. The 2020 NRP proposes Ecotourism as a standalone Focus Area, which includes three programs. These new programs align the NRP more consistently with TVA's Public Land Protection Policy and how TVA manages the natural resources with a focus on providing recreation and nature-based economic development opportunities to communities in the Tennessee Valley.

ECOTOURISM PARTNERSHIPS

Work with partners to expand ecotourism infrastructure in their service area and create outreach materials to educate the public on sustainable recreation opportunities.

ECOTOURISM AND RECREATIONAL ASSESSMENTS AND STUDIES

Complete studies and assessments to guide future ecotourism endeavors.

DAM EXPLORER

Update TVA's dam reservation master plans and work to create visitor destination facilities on TVA Dam Reservations.

